

New Roles for Social Marketing

Presentation to the NIEHS Obesity & The Built Environment Conference

Edward Maibach, MPH, PhD
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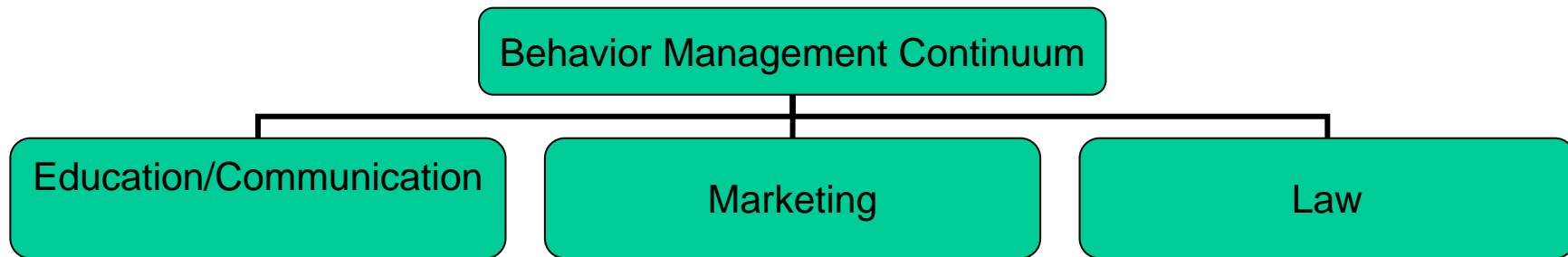


Five propositions:

1. Marketing is a viable population-based behavior management strategy.
2. Marketing can be used to promote beneficial changes in the built environment.
3. Successful marketing programs change the environment for members of the target market.
4. Successful marketing of evidence-based approaches to obesity reduction and physical activity promotion can change our "obesigenic" environment in important ways.
5. To successfully market evidence-based approaches to obesity reduction, we must identify their benefits and costs as perceived by target markets and potential distributors, and use those insights to create effective distribution channels.

**1. Marketing is a viable
population-based
behavior management strategy.**

Behavior management continuum

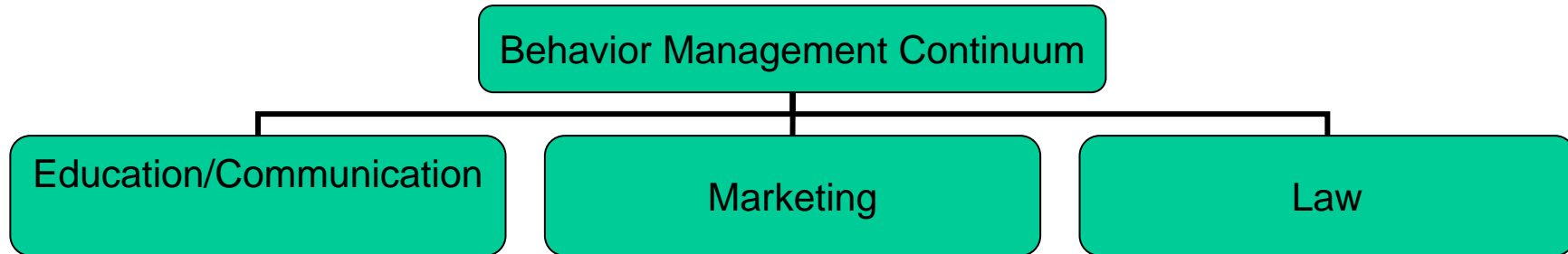


- **Education/Communication:**
 - Activities that change the information environment for the purpose of informing people or organizations about options they currently have.
- **Marketing:**
 - Activities that change the marketplace environment for the purpose of providing people or organizations with new options (that are intended to be more attractive than their current options).
- **Law (Advocacy):**
 - Activities that change -- or are intended to change -- the legal or regulatory environment for the purpose of providing incentives for, or mandating, certain options and/or disincentives for, or prohibiting, other options.

Marketing seeks to elicit the desired behavior through **mutual fulfillment of self-interest.**

- The marketing organization (and its partners) can use its resources to understand the perceived interests of target market members, and to develop and deliver offers to them that are both consistent with its objectives and competitive in the marketplace.
- In turn, target market members will expend their resources to obtain your offer when it provides them with a clear advantage over the other offers available to them.

Policy can be used to create programs at any point along the continuum



- **Education/Communication examples:**
 - Public policy: nutrition labels
 - Organizational policy: point of purchase signs in the cafeteria
- **Marketing examples:**
 - Public policy: nutritious and tasty school lunch options
 - Organizational policy: nutritious and tasty cafeteria options
- **Law-based examples:**
 - Public policy: subsidies for fruits and vegetables in schools
 - Organizational policy: subsidies for F&Vs in cafeteria



2. Marketing can be used to promote beneficial changes in the built environment.

Doing so requires....

...Understanding the competition

- What are the viable competing offers?
 - e.g., housing, transportation, community design, building design, leisure activities
- How do “consumers” perceive the benefits and costs associated with each?
- How are “consumers” reconciling the benefits vs. the costs associated with their current choice?
- How are critical intermediaries defining and advancing their self-interest through these options?
 - e.g., developers, real estate agents, zoning officials, building owners

...Understanding potential target markets

- What benefits and costs do consumers associate – or might they be willing to associate -- with the offers that we wish to make (e.g., mixed-use developments, sidewalks, accessible stairwells)?
 - Which benefits do they value most?
 - Which costs are most important to them?
- Do the perceived benefits and costs vary in important ways across the population?
 - If so, it may be necessary to segment the population and develop different offers for various segments.

Creating and delivering a superior offer to a target market by:

- Maximizing the bundle of benefits (“Product”)
- Minimizing the perceived costs (“Price”)
- Building an effective distribution channel that maximizes access and convenience (“Place”)
 - Every person/organization in the distribution channel must advance their self-interest through the distribution of the offer.
- Making target market members aware of the offer and its superiority to their other options (“Promotion”)

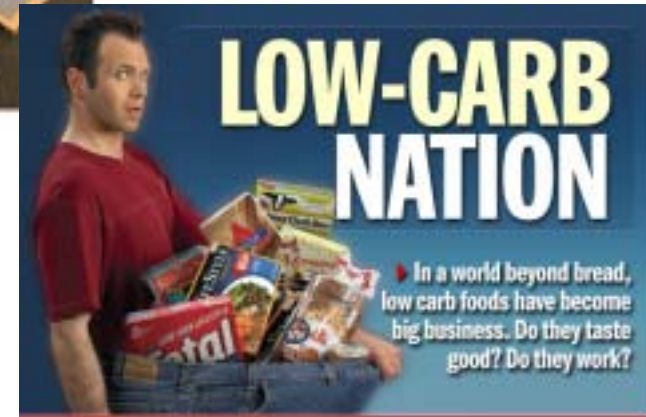
Specific state & national opportunities

- Do the R in R&D -- Conduct the consumer and competitive *research* on a state and/or national scale, but in ways that can also be used to support *development* at the local level
- “Make the market” – To enhance self-interest among potential distribution channel members, increase consumer (and policy maker) demand for our “products” by identifying and promoting the most important perceived benefits.
 - e.g., time savings associated with living in mixed-use developments
 - e.g., sidewalks to your child’s school = quality time with your child
- “Roll back prices” -- Reduce the costs of adoption for distribution channel partners, policy makers and consumers.
 - e.g., target local zoning and ordinance officials with updated “model” regulatory language
 - e.g., neutralize community opposition

**3. Successful marketing programs
change the environment for
members of the target market.**

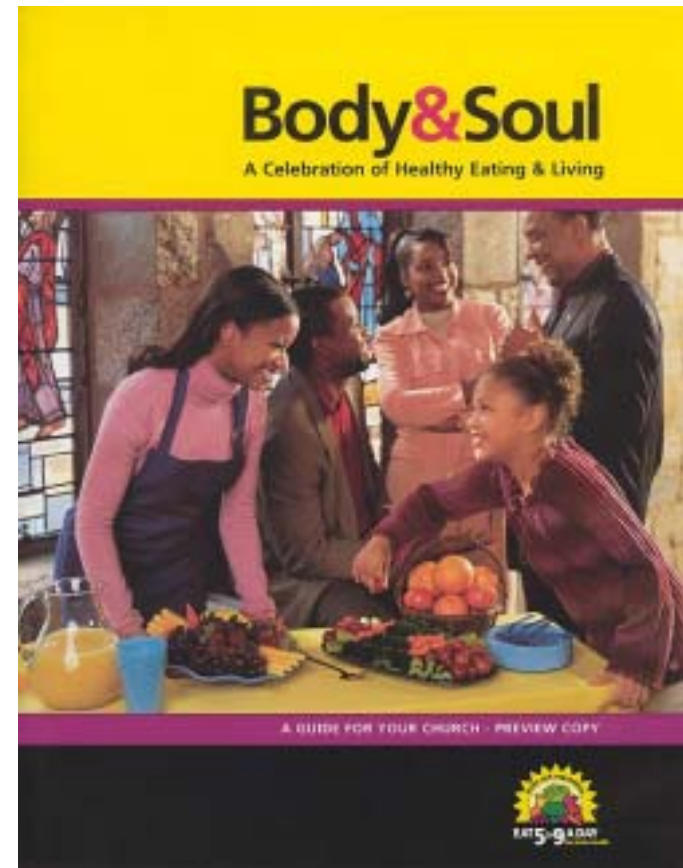
Consumer Examples

- Foods
 - Low carb offerings
 - Jenny Craig/Weight Watchers
 - Adult Happy Meals
- Physical activity
 - “Drive-by” workouts



Body&Soul changes the church environment to promote F&Vs

- B&S combines:
 - Pastoral leadership
 - Educational activities
 - Changing the church environment to support healthy eating
 - Peer counseling
- B&S is a national dissemination priority for NCI
 - It is proven to reduce diet-related health disparities



L. A. Farmers' Markets change the environment to promote F&V

- L.A. Farmers' Markets changed their payment policies to accept Food Stamp EBT cards
 - Allows fresh F&V to be more available to the target audience
 - Provides vendors with new revenue stream



“Energy balance” marketing offers can modify the environment

- Calorie intake side:
 - Convenient, tasty, healthy food options in:
 - stores
 - restaurants
 - schools
 - work sites
 - vending machines
 - Right-sized portions for right-sized prices
 - Price-reduced healthy food options
- Calorie output side:
 - Social opportunities
 - Walking groups
 - Training clubs
 - Attractive, affordable, convenient facilities
 - stairwells
 - Family-based PA opportunities
 - Home location
 - Neighborhood design
 - Bike racks on buses and in buildings

4. Successful marketing of evidence-based approaches to obesity reduction and physical activity promotion can change our "obesigenic" environment in important ways.



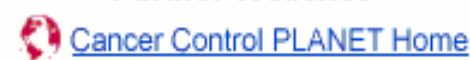
GUIDE TO
COMMUNITY
Preventive Services
SYSTEMATIC REVIEWS & RECOMMENDATIONS

Physical Activity

- [Home](#)
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- [Overview](#)
- [Topics](#)
 - [Alcohol](#)
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 - [Mental Health](#)
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- [Methods](#)
- [Economic Findings](#)

- [Overview](#)
- [Interventions](#)
- [Publications](#)
- [Additional Resources](#)

Partner Websites



OVERVIEW

The Community Guide's systematic review of the effectiveness of selected population based interventions designed to increase levels of physical activity focused on interventions in three areas:

1. Informational approaches to increasing physical activity
2. Behavioral and social approaches to increasing physical activity
3. Environmental and policy changes to increasing physical activity

- [One page summary of findings](#)
- [Economic effectiveness findings](#)

INTERVENTIONS

Strength of Evidence





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You can contact us at:

Community Guide Branch
Centers for Disease Control
and Prevention
4770 Buford Highway,
Mailstop K-73
Atlanta, GA 30341

Phone: (770) 488-8189
Fax: (770) 488-8462

Email:
CommunityGuide@cdc.gov

INTERVENTIONS

Strength of Evidence

Recommended (Strong Evidence)	●●
Recommended (Sufficient Evidence)	●
Insufficient Evidence to Determine Effectiveness	?

Informational approaches to increasing physical activity

[Community-wide campaigns](#)

●●

["Point-of-decision" prompts](#)

●

Classroom-based health education focused on
information provision

?

Mass media campaigns

?

[School-based physical education](#)

●●

[Non-family social support](#)

●●

Behavioral and social approaches to increasing physical activity

[Individually-adapted health behavior change](#)

●●

Health education w/ TV/video game turnoff
component

?

College-age physical education/health education

?

Family-based social support

?

Environmental and policy approaches to increasing physical activity





Environmental and policy approaches to increasing physical activity

[Creation and/or enhanced access to places for PA combined with informational outreach activities](#)

Transportation policy and infrastructure changes to promote non-motorized transit

Urban planning approaches - zoning and land use

● ●
In progress
In progress

[Research questions suggested for further study](#)

PUBLICATIONS

Full Reports recommendations & supporting evidence

[Recommendations](#) MMWR. 2001; 50 (No. RR-18);1-16.

[Recommendations](#) AJPM 2002; 22 (4S); 67-72.

[Evidence Review](#) AJPM 2002; 22 (4S); 73-107.

Commentaries

[Translating evidence-based physical activity interventions into practice](#) AJPM 2002; 22 (4S); 8-9.

CATCH: An evidence-based program for creating healthy children and environments

Research-Tested Intervention Programs - Microsoft Internet Explorer

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Address http://cancercontrol.cancer.gov/rtips/rtips_details.asp?programID=298&topicID=9

cancer.gov

NATIONAL CANCER INSTITUTE Research-tested Intervention Programs (RTIPs) **SAMHSA**


RTIPs- Moving Science into Programs for People [RTIPs Home](#) [Frequently Asked Questions](#) [Contact Us](#)

[Cancer Control PLANET Home](#)

Coordinated Approach to Child Health (CATCH)

- [The Need](#)
- [The Program](#)
- [Time Required](#)
- [Intended Audience](#)
- [Suitable Settings](#)
- [Required Resources](#)
- [About the Study](#)
- [Program Scores](#)
 - [Dissemination Capability](#)
 - [Cultural Appropriateness](#)
 - [Age Appropriateness](#)
 - [Gender Appropriateness](#)
 - [Integrity](#)
 - [Utility](#)
- [Related Publications](#)

Products



The products from this program can only be obtained directly from the organization.
Please see www.sph.uth.tmc.edu/chppr/catch/ for more information.

The Need

Epidemiological data link cancer and other chronic diseases to such health behaviors as lack of vigorous and regular physical activity, over-consumption of food, especially high fat food, and smoking tobacco. Evidence suggests that these behaviors are often learned in childhood, which is when the physiological antecedents of cancer, cardiovascular disease, and other adult chronic diseases are established. Population-wide prevention strategies aimed at young people and complemented by interventions for


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100%



 **THE UNIVERSITY of TEXAS**
HEALTH SCIENCE CENTER AT HOUSTON
SCHOOL OF PUBLIC HEALTH

The following Physical Education Activity is brought to you by the CATCH Texas Staff.
Let us know what you think!

<u>Activity Name</u>	<u>Grade Level</u>	<u>Skill Themes</u>	<u>Movement Concepts</u>
Road Repair	K-2	dribbling with the hands locomotor skills	pathways, directions time, force

Texas Essential Knowledge & Skills:
K.1A, K.1B, K.3A, K.4A, K.5A, K.6B, K.7A, K.7B, K.7C
1.1A, 1.1B, 1.1C, 1.3A, 1.4A, 1.4C, 1.5A, 1.6A, 1.6B, 1.7A, 1.7B

Learning Outcomes – The student will

- ✓ dribble a basketball in general space with the dominant and non-dominant hands.
- ✓ control the ball while changing directions and speeds.

Student Expectations:

1. Control the basketball while dribbling in general space.
2. Understand the effects of varying degrees of dribbling force on ball control.
3. Dribble in different directions, pathways, and speeds.

Done



CATCH Dissemination results

- Currently being used in 30 states
- Adopted by 1400+ schools in Texas
 - % of class time spent in physical activity increased from 35% to 55.1%
 - 82% of CATCH nutritional guidelines implemented in schools

5. To successfully market evidence-based approaches to obesity reduction, we must identify their benefits and costs as perceived by target markets and potential distributors, and use those insights to create effective distribution channels.

Evidence-based approaches

**Evidence-based
Approaches
(e.g. Community
Guide)**

What intervention
approaches work?

Who is the target
audience?

What is the
dissemination setting?

*Market
Research*

What do we know
about benefits/barriers
to these approaches?

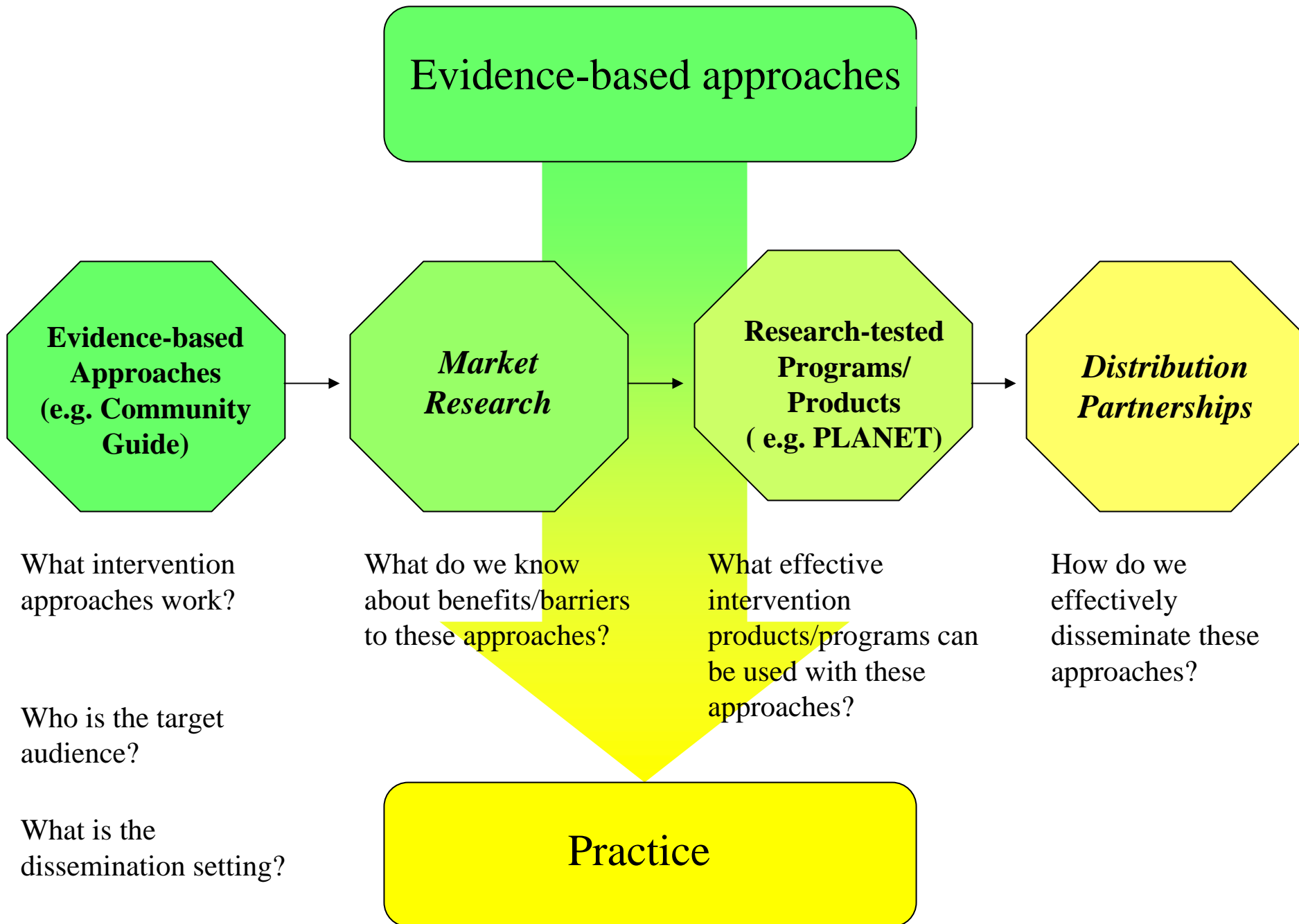
**Research-tested
Programs/
Products
(e.g. PLANET)**

What effective
intervention
products/programs can
be used with these
approaches?

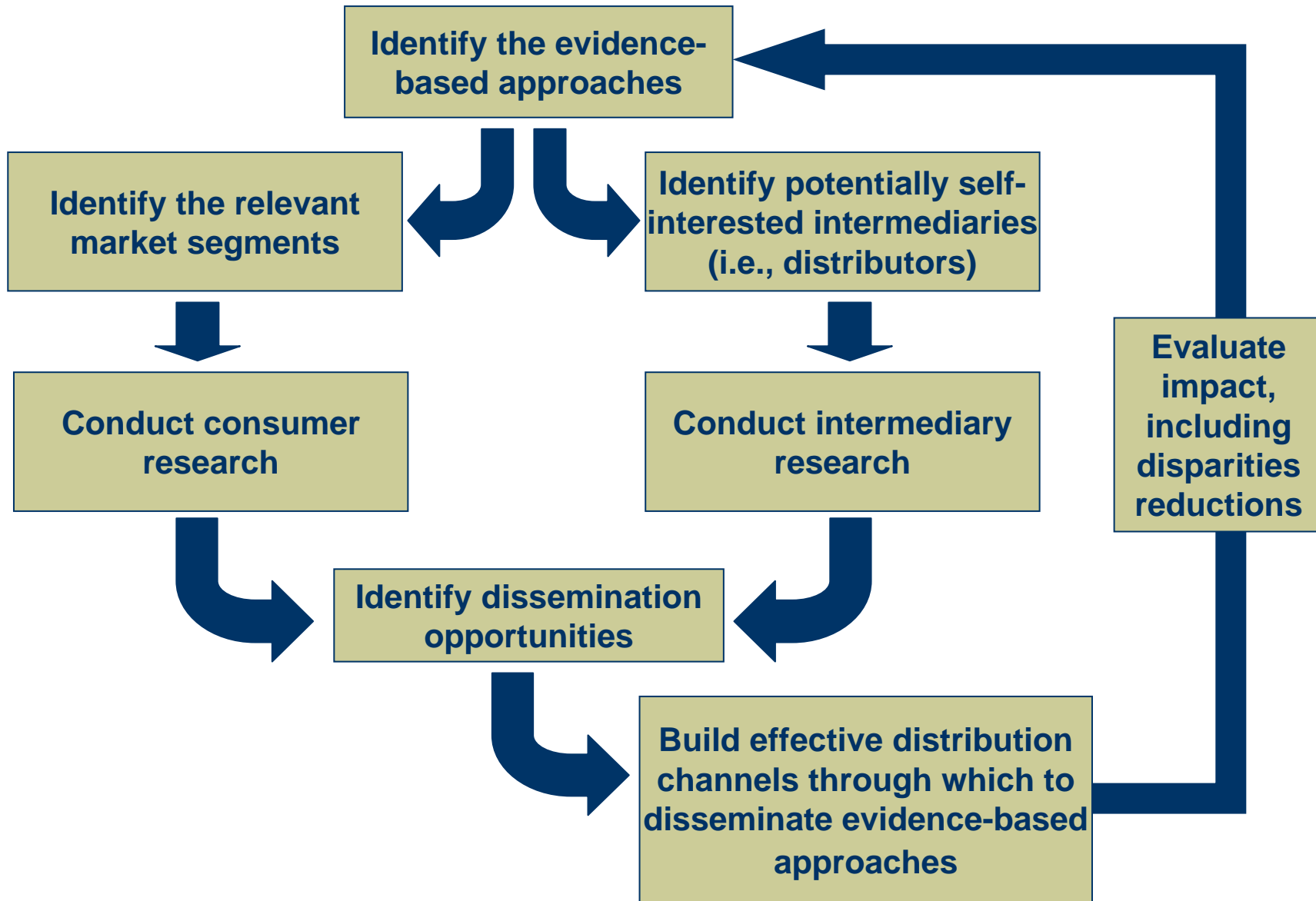
Practice

*Distribution
Partnerships*

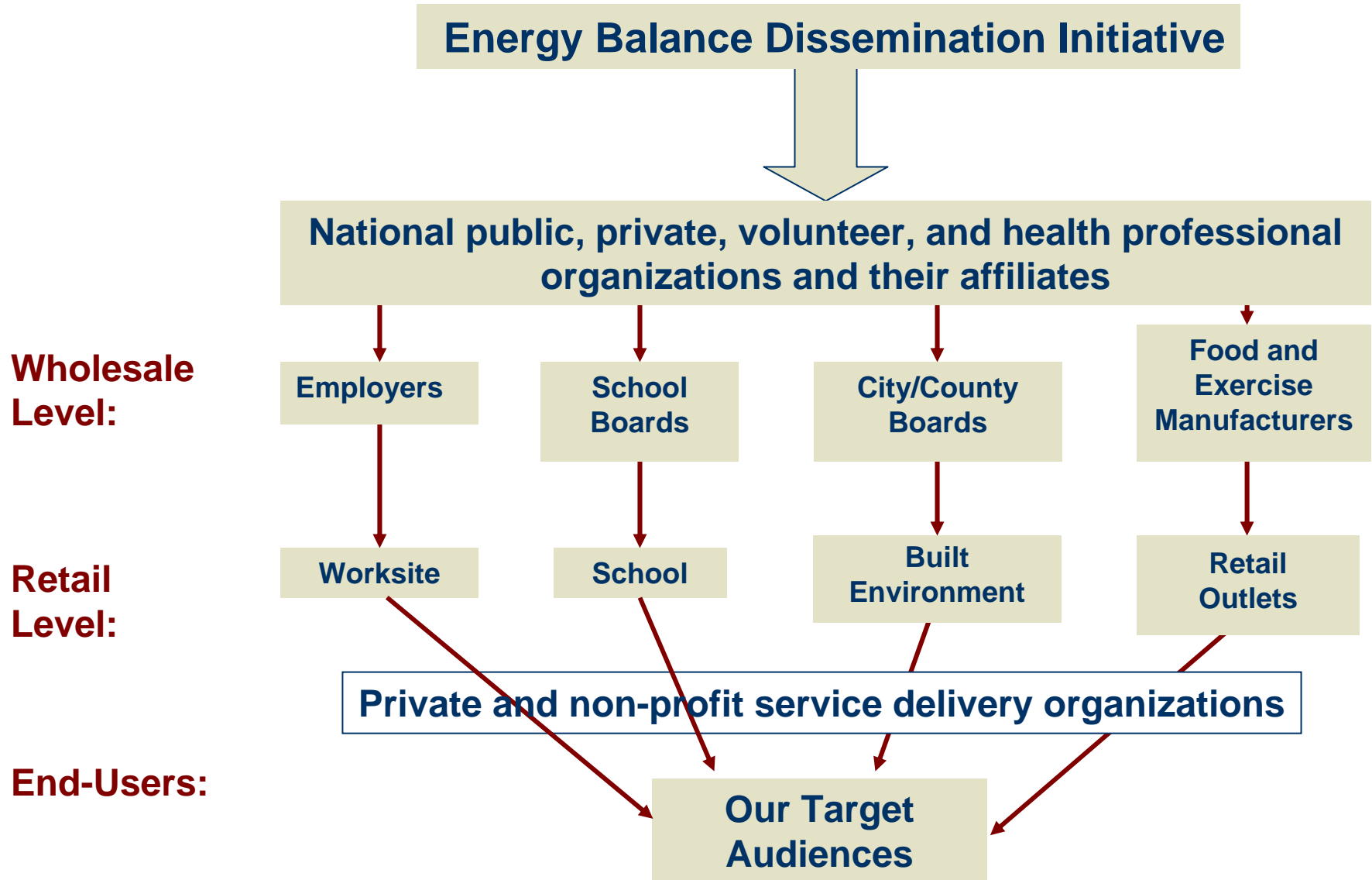
How do we
effectively
disseminate these
approaches?



Disseminating Evidence-Based Energy Balance Interventions: A Framework for Putting Science into Action



Building Distribution Channels for Evidence-based Energy Balance Interventions



Conclusions:

1. Marketing is a promising population-based behavior management strategy for intervening on obesity at the individual-level and the environmental-level.
2. Marketing changes the environment – for better or worse – thus we need to harness its ability to change the built environment for the better.
3. We have important opportunities to market evidence-based approaches to obesity reduction and physical activity promotion – thereby modifying our "obesigenic" environment – but harvesting these opportunities will require us to effectively advance the perceived self-interest of potential distributors, and target market members .